

Army Accessions Command.

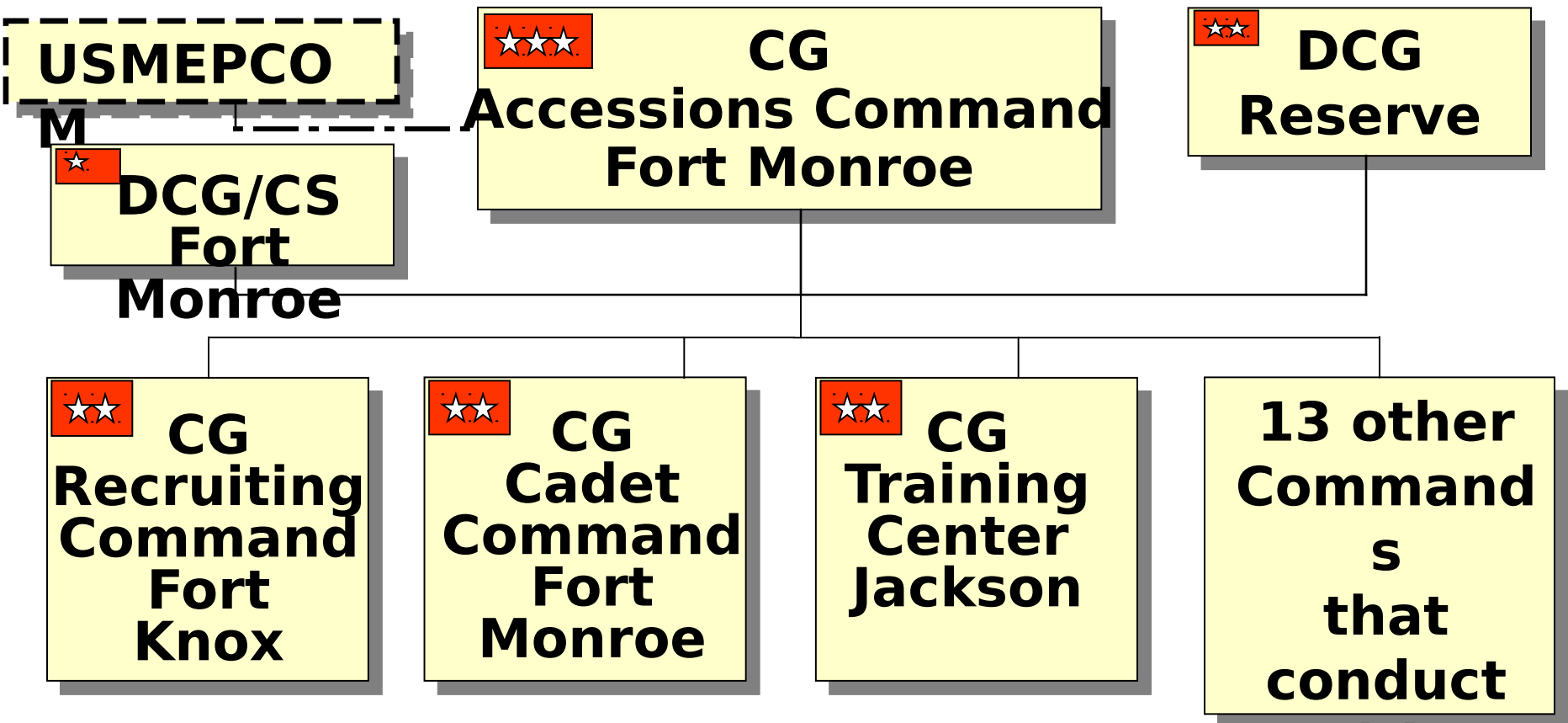
Standards and Readiness Start Here



Recruiting Initial Entry Training Leader Development

Reserve Components General Officer Conference

USAAC Organization



Mission: USAAC recruits, accesses, and provides initial military training to transform volunteers into officers, warrant officers, and enlisted



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We created an organization to transform the Accessions Process

WHY?

- There are three operating forces

- Legacy
- Stryker
- Objective

Mix will exist over next three decades

The operating environment has changed, demanding a different soldier

A new model - different ways to recruit & train

- Operational Army has less time to deploy
- Alert > Train > Deploy

This requires a soldier competent on more critical tasks before he arrives at his unit

- Army end strength is fixed for the foreseeable future
- We must find efficiencies to reduce resources devoted to accessions

(recruit and train) effort

We must drive our organization to achieve this purpose



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**Our effort is focused on achieving
this vision...**

**Provide the Right Soldier,
at the Right Time and
Place, with the Right
Competencies, for the
First Unit of Assignment**



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Our First Year...

- Merged USAREC & Cadet Command National Advertising
- Revised Cadre training POIs to cross-train recruiters/drill
- Combined soldier/spouse support systems
- Began integration of information technology systems
- Integrated support to recruiting & training effort
 - Accessions Support Brigade
 - Strategic Outreach
 - Center for Accessions Research
 - Information Support Activity



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Our First Year...continued

- Set the stage for Initial Military Training transformation via Objective Force training strategy and model
- Improved standards focus via the assessment visit program and policy changes



Our First Year...continued

- Third straight year met all enlisted recruiting goals:

	<u>Mission</u>	<u>Achieved</u>	<u>Difference</u>
- RA:	79,500	79,585	+ 85.
- USAR:	28,825	31,315	+ 2,490.

- Quality Marks

	Standard	RA	USAR
HSDG	90%	91.20%	93.90%
I-III A	64%	68.07%	68.50%
CAT IV	2%	1.38%	0.53%

Note: FY02 Results
MOS met

- Exceeded Special Forces direct accessions goal by 13%

(mission 400, achieved 452)
- SROTC enrollment numbers are up --projected to meet commission mission in FY03 for the first time since 1989



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Our First Year... continued

- **Gained 31 corporate & government organizations nationally as partnership for youth success (Partners)**
- **Connecting to America**
 - **90 major events across the country**
 - **All American Bowl 03**
 - **Released The Army Game**
 - **Estimated contact with over 10 million Americans**
- **Year to date cyber-chat leads converting to contract with a 10% conversion rate -- *best ever***



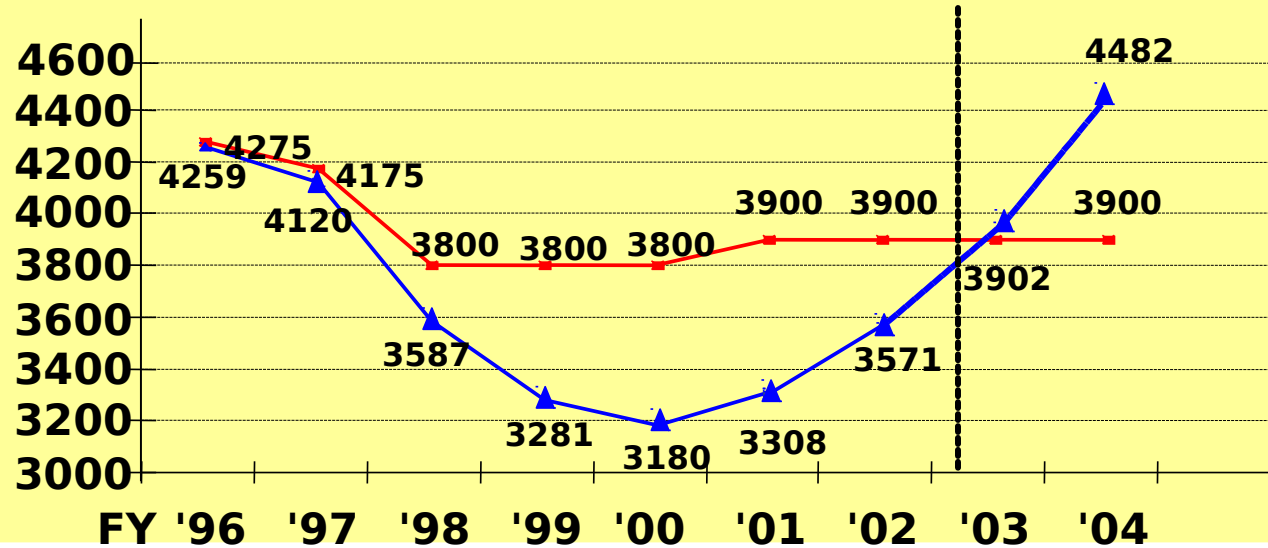
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Cadet Command SROTC Production

As of COB
01-Jan-03



■ DA Mission
▲ Production

**Mission: 3900 Total
Officers**

- 2,925 to the Active Army
- 800 to the Reserve Component

**Projections show
that FY03 & FY04
officer
requirement will
be met**



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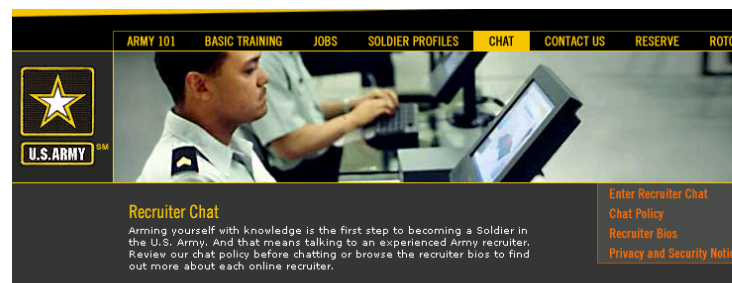
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Our Efforts This Year (FY03)

- **Expand Outreach: NHRA and NASCAR Partnerships, Army of One Media Campaign, and Army Game**
- **Transform Training**
 - Basic Combat Training
 - Cadre Training Upgrade
 - Human Dimension Lab
- **Leverage Best Practices**
 - Tie to commercial sector
 - Web-based accessions processes
 - Improve Standardization
 - Continued Assessments
 - Implement Accreditation





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Initiatives in Support of

Reserve Component Accessions

- **USAR DEP**
- **Universal Recruiter Concept Exploration in FY04**
- **Command Integration of AC/RC leadership positions**



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Looking Ahead to Objective Force





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This is the Objective Force Soldier we need....

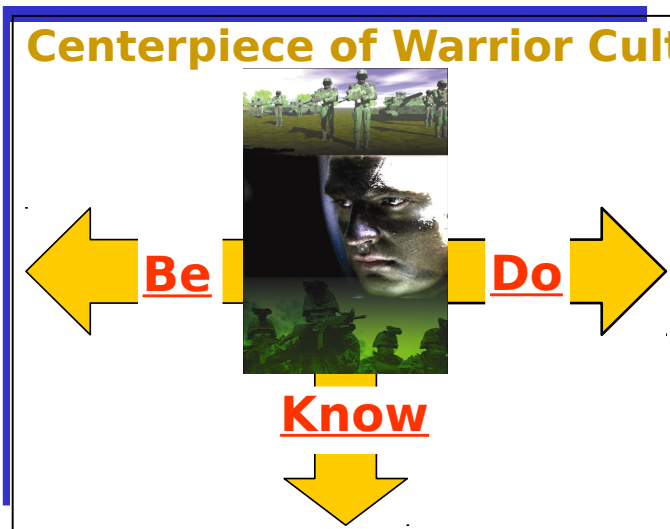
A Soldier of character, imbued with a warrior spirit, persuasive

Values

- Loyalty
- Duty
- Respect
- Selfless Service
- Honor
- Integrity
- Personal Courage

INVINCIBLE IN WAR!

Centerpiece of Warrior Culture



Actions

Operating

- See first
- Understand first
- Act first
- Finish decisively

Interacting

- Listen
- Speak

Improving

- Grow
- Achieve

Characteristics

- | | | |
|----------------------|--------------------------|--|
| ▪ Warrior ethos | ▪ Leader potential | ▪ Adaptive learner |
| ▪ Self-disciplined | ▪ Disciplined initiative | ▪ Decisive |
| ▪ Active team member | ▪ Self-aware | ▪ Sound judgment |
| ▪ Proactive | ▪ Dominates situations | ▪ Versatile |
| ▪ Self-motivated | ▪ Deployable mindset | ▪ Expert in warfighting & use of emerging technology |
| ▪ Confident | ▪ Self-reliant | |

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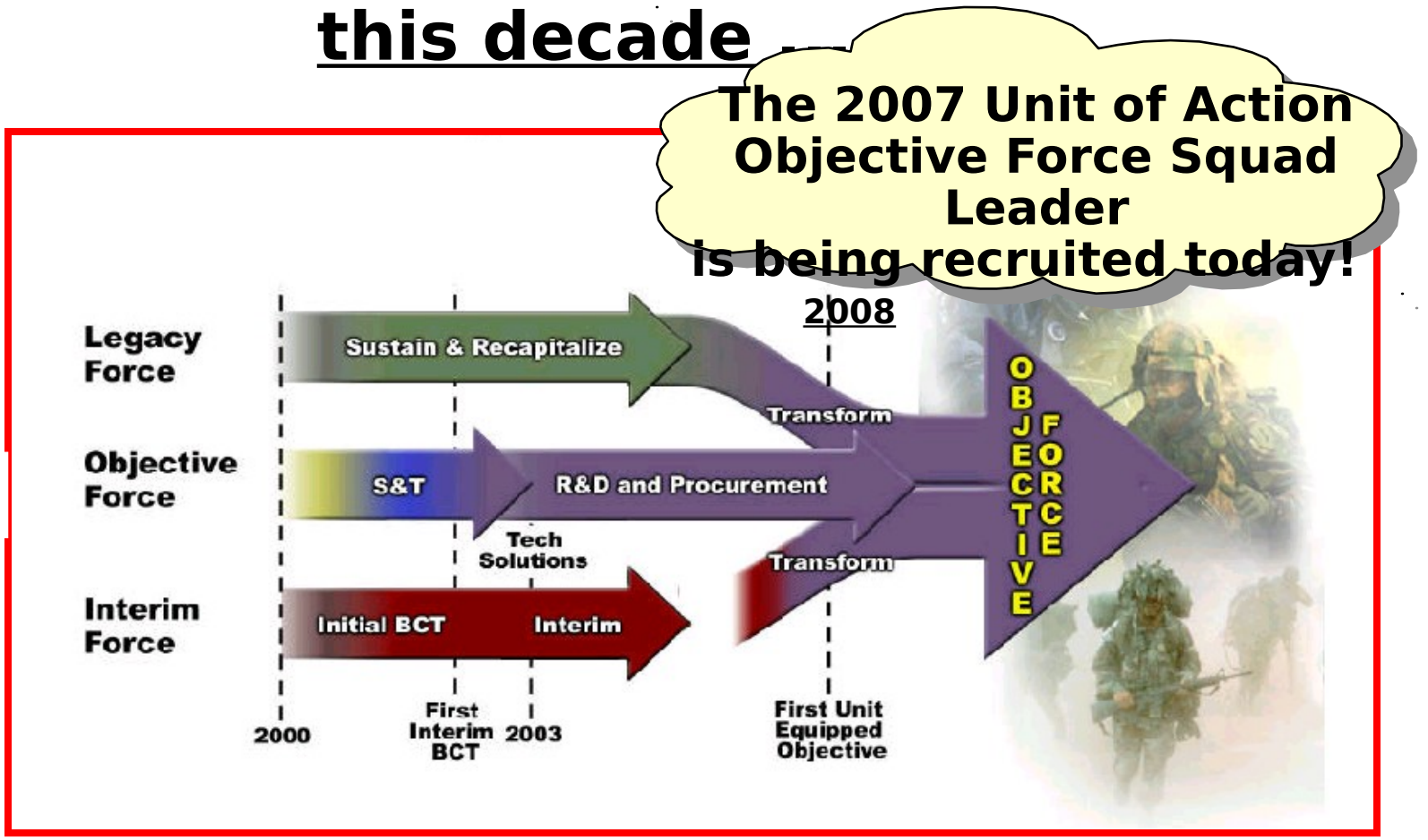
... and we are to field the Objective Force this decade

TODAY

↑

4 Years

↓





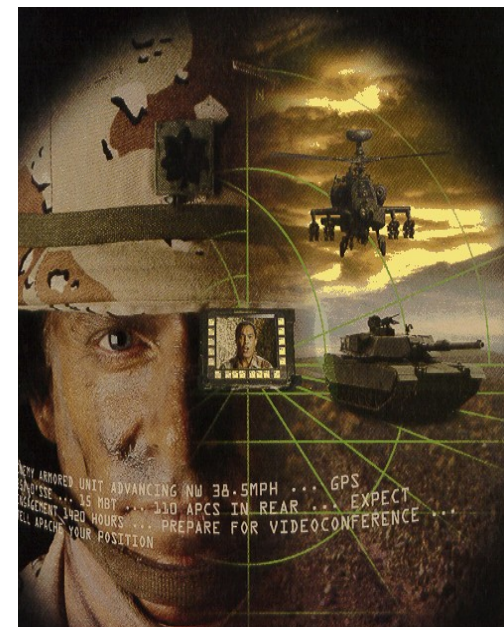
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... then these are the things we must do

- Re-look existing processes and organizations
- Recruit and train a soldier/leader of significantly greater capability
- Leverage linkages between Recruiting, Assessment, Initial Entry Training, and Initial Assignments
- Transform the way we train and assign soldiers





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**'THE ARMY IS
LIKE A FUNNEL - -
AT THE TOP YOU
POUR IN
DOCTRINE,
RESOURCES,
CONCEPTS,
EQUIPMENT, AND
FACILITIES. AND
OUT THE BOTTOM
COMES ONE LONE
SOLDIER
WALKING POINT.'**



**--GENERAL HAROLD K. JOHNSON
FORMER ARMY CHIEF OF STAFF**